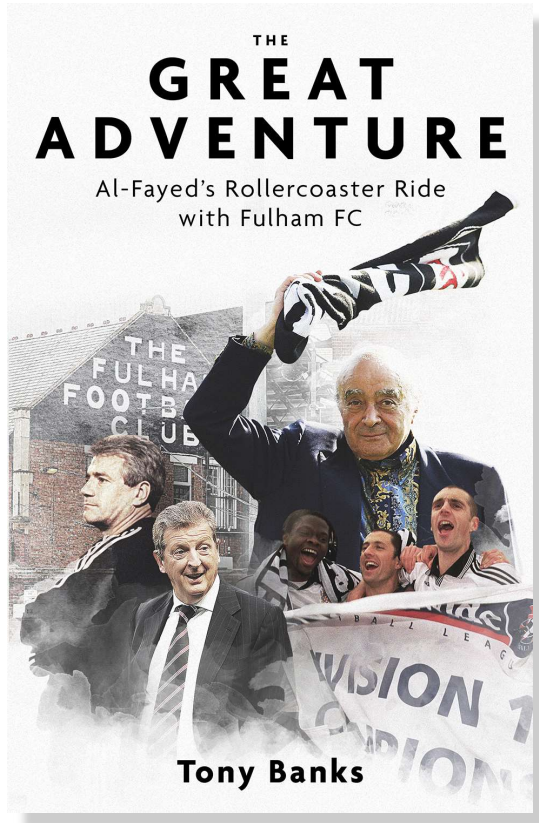




Title information



The Great Adventure

Al-Fayed's Rollercoaster Ride with Fulham FC

By Tony Banks

Key features

- Fascinating story of Mohamed Al-Fayed's 16-year reign at Fulham – the tale of a small club transformed into a Premier League side
- Exclusive interviews with all the key figures involved in the story – including Michael Cole (Al-Fayed's right-hand man), managers Roy Hodgson, Chris Coleman and Micky Adams, plus other senior club officials
- Detailed, blow-by-blow account of the rise from Division Three to the Premier League and European football, by the men involved
- Written by former Fleet Street football writer Tony Banks, who covered Fulham throughout this period
- Publicity campaign planned including radio, newspapers, websites, podcasts and magazines

Description

Fulham, Al-Fayed and the Glorious Adventure is the fascinating tale of Mohamed Al-Fayed's remarkable 16-year reign as the owner of Fulham. The flamboyant Harrods owner bought the famous old London club in a £6.25 million deal in the summer of 1997, just after Fulham had been promoted from the Football League's lowest rung. He promised to make the club a Premier League side within five years. He did it in four – and then took Fulham into the unexplored territory of European football. Along the way there were ten managers, three promotions, numerous club record signings, rows with the FA, the Football League, the Premier League, the government – and his managers. There were plans to buy the Twin Towers of Wembley and there was the statue of Michael Jackson unveiled at Craven Cottage. Author Tony Banks talks to the players, managers and staff who were there during the most remarkable period in the club's history and uncovers their astonishing behind-the-scenes stories.

Details

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